

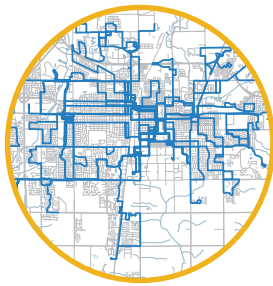


What is MTD Next?

Shaping the future of transit in Champaign-Urbana

The Champaign-Urbana Mass Transit District (MTD) is conducting a comprehensive assessment of its existing transit service and evaluating the current and future needs of transit in the region. The study will involve an in-depth look at MTD service and will identify its strengths and weaknesses, as well as potential opportunities to create a better transit network. Completion of this effort will help us to better understand:

- Who are MTD's current and potential customers?
- Where do MTD current and potential customers wish to travel?
- How is the MTD system performing today?
- How can MTD's service be improved?



Why Is MTD Performing This Study?

This study is the first of its type in MTD's 49-year history. The study comes at an important time for MTD. With an opportunity to rethink how public transit is operated in the region and focus on improving ridership, MTD is actively thinking of new ways to provide efficient and effective public transit.

Key Project Elements

- Examine the underlying **market potential for transit** in the region. This analysis will also look at the demographic and socio-economic characteristics of the region to understand **where bus service is needed** and where it will most likely be successful.
- **Collect ideas, comments and thoughts** from stakeholders, members of the general public and people who use MTD. We will be holding community meetings, conducting stakeholder interviews, and a public survey.
- Conduct a detailed **analysis of each MTD bus route**. This analysis will be very detailed and examine the number of riders on every route, at every stop, and at different times of the day. This is a key part of how we will determine if changes are needed.
- Create a series of **service improvement scenarios** that offer options for how the system might be improved.

